

Serial No.: 09/882,368  
Docket No.: 70655.7900

**REMARKS**

Applicant hereby responds to the Office Action dated May 12, 2004 within the shortened three month statutory period for response. Claims 1-15 are pending in the application and the Examiner rejects claims 1-15. Upon entry of the foregoing amendments, Applicant amends claim 1, so all of claims 1-15 remain pending in the application. Support for the various amendments may be found in the originally filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of this application is respectfully requested.

The Examiner rejects claims 1-15 under 35 U.S.C. 101. Specifically, the Examiner asserts that the claimed invention is directed to non-statutory matter. To expedite prosecution of this application, Claim 1 has been amended to disclose a computer implemented method which utilizes a host computer which affects the underlying process.

The Examiner next rejects claims 1-15 under 35 U.S.C. 102(e) as being anticipated by Miller (U.S. Patent Application Publication US 2002/0002496). Applicant respectfully traverses this rejection. Applicant asserts that Miller is limited to "a portal page 500 that can be generated for presenting product and/or promotional information to the user." Miller does not disclose or suggest the import, normalization, scrub and staging processes. The presently claimed invention goes beyond the simple Miller portal.

The Examiner asserts that Miller discloses "retrieving product data from a plurality of providers (paragraph 0136)". While Miller may generally disclose receiving product data from a plurality of providers, Miller does not disclose retrieving product data from a plurality of providers. Receiving product data from a plurality of providers requires some action by the providers (i.e. Providers must submit or transmit product data). Retrieving, on the other hand, does not necessarily require action from the providers (i.e. The retrieving entity takes action to gather product data from the providers). Thus, retrieving data from a plurality of providers does not require action from or even knowledge of the providers. Miller discloses storing data such as general merchant information and hyperlinks to product manufacturer websites and vendor websites. Miller's disclosure suggests that manufacturer, vendor and advertiser data is entered by each individual entity. According to Miller, "When registering a bar code with system 100, an entity illustratively identifies or supplies information to be displayed ..." (Paragraph 69) (emphasis added). Allowing various third-parties to enter product data and images into a

Serial No.: 09/882,368  
Docket No.: 70655.7900

database is not new and can be seen throughout the e-commerce industry, such as with eBay for example. Miller does not disclose retrieving product data from providers. As such, Miller does not disclose or suggest "retrieving, via a host computer, new product data from a plurality of providers" as required by amended independent claim 1.

The Examiner next asserts that Miller discloses "Determining that a first portion of said new product data may be entered with stored product data (Figure 2 and paragraph 0140)". Miller discloses that a search may be performed in order to locate information relating to a product. Specifically, Miller discloses that when a user scans a barcode and product data is found within a database corresponding to the scanned barcode, that data along with any related data resulting from a search performed on the Internet or remote databases, may be displayed on a webpage. In other words, Miller simply integrates data from two or more sources into a single webpage similar to data driven websites which most often combine data from two or more data sources into a single webpage and/or report. For example, when a bank customer logs into their online banking account to view account balances, the customer is likely to see a summary page which discloses his savings, checking, and money market account balances on the same page. Such data most likely resulted from a search of two or more databases and then were combined on a single webpage. Significantly, storing information in a database is not the same as storing data in a webpage as disclosed by Miller. Data stored in a database remains in the database until action is taken to remove it. A webpage is stateless therefore data stored in a webpage is only stored as long as the webpage is active. When the webpage is closed, for example, the data is no longer stored. Miller does not disclose a process for determining if data retrieved from a website may be integrated with existing data in a database. For example, a system extracting data from a website relating to a Sony Digital Camera model number DC123 may employ logic to determine if the new data could be integrated with an existing database record relating to the different Sony Digital Camera model number DC122. Miller does not disclose determining if a portion of data may be entered into a database. As such, Miller does not disclose or suggest "determining, via said host computer, that a first portion of said new product data may be entered with stored product data . . ." as required by amended independent claim 1.

The Examiner next asserts that Miller discloses "Integrating said first portion with said stored product data (Figure 2 and paragraph 0136 through paragraph 0140)". Miller is limited to integration of stored data (product data) with additional data resulting from a search of remote

Serial No.: 09/882,368  
Docket No.: 70655.7900

databases or the Internet within a webpage. Further, Miller does not disclose a process for determining how data retrieved from a website may be integrated with existing data in a database. Using the previous example, a system extracting new data from a website relating to a Sony Digital Camera model number DC123 may employ logic to determine which data fields should be modified and/or replaced by the new data in an existing database record storing information relating to a Sony Digital Camera model number DC122. Miller does not disclose determining if data may be entered based on data types or integrating a portion of data with stored product data within a database. As such, Miller does not disclose or suggest "determining, via said host computer, that a first portion of said new product data may be entered with stored product data based on data types" or "integrating, via said host computer, said first portion with said stored product data within a database" as required by amended independent claim 1.

Examiner next asserts that Miller discloses "Determining that a second portion of said new product data may not be entered with said stored product data (paragraph 0142)". Applicant asserts that the cited section of Miller does not disclose or suggest such a limitation. As such, Applicant respectfully requests the Examiner to provide a more detailed explanation of how the Miller disclosure includes such an element.

Examiner next asserts that Miller discloses "Adding said second portion to a buffer (paragraph 0150)". Miller is limited to a system whereby a user may select products from one or more vendors, wherein the products may be maintained in a list and that at least a portion of the product data from the list may be output to a user or datastore. Miller does not disclose or suggest the use of a buffer for the output data or determining if the output data should be sent to a buffer. For example, Miller does not disclose or suggest the logic required to determine if a portion of new data (e.g., information regarding a promotion which has expired) should not be entered with the stored product data, and instead, such data should be placed in a buffer. As such, Miller does not disclose or suggest, "determining, via said host computer, that a second portion of said new product data may not be entered with said stored product data within said database," or "adding said second portion to a buffer" as both required by amended independent claim 1.

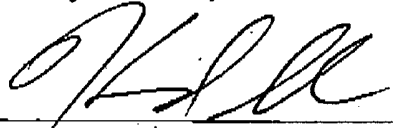
The Examiner also rejects claims 2-15 which variously depend from independent claim 1. Applicant respectfully traverses these rejections. Applicant asserts that dependent claims 2-15 are differentiated from the cited prior art for at least the same reasons as set forth above for differentiating independent claim 1 from the prior art.

Serial No.: 09/882,368  
Docket No.: 70655.7900

Applicant respectfully submits that the pending claims are in condition for allowance. No new matter is added in this Response. Reconsideration of the application is thus requested. The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account No. 19-2814. A duplicate copy of this sheet is enclosed. Applicant invites the Office to telephone the undersigned if the Examiner has any questions regarding this Response or the present application in general.

Respectfully submitted,

Dated: August 11, 2004

By:   
Howard Sobelman  
Reg. No. 39,038

**SNELL & WILMER L.L.P.**  
400 E. Van Buren  
One Arizona Center  
Phoenix, Arizona 85004  
Phone: 602-382-6228  
Fax: 602-382-6070  
Email: [hsobelman@swlaw.com](mailto:hsobelman@swlaw.com)